

Amendments to the Specification

Please replace the paragraph beginning at page 1, line 5 with the following paragraph:

This application is a continuation in part of application serial number ~~xx/xx,xxx~~ 09/911,674, filed July 24, 2001, ~~in the names of~~ Darren J. Davis, et al., now U.S. Patent No. 7,092,091, ~~(attorney docket number 9623/334)~~, which application is incorporated herein in its entirety and which is a continuation of application serial number 09/322,677, filed May 28, 1999, in the names of Darren J. Davis, et al., now U.S. patent number 6,269,361[.].

Please replace the paragraph beginning at page 23, line 21 with the following paragraph:

The searcher may click on the hypertext links associated with each listing on the search results page to access the corresponding web pages. The hypertext links may access web pages anywhere on the Internet, and include paid listings to advertiser web pages [[18]] 30 located on advertiser web servers 14. In a preferred embodiment of the present invention, the search result list also includes non-paid listings that are not placed as a result of advertiser bids and are generated by a conventional World Wide Web search engine, such as the INKTOMI, LYCOS, or YAHOO! search engines. The non-paid hypertext links may also include links manually indexed into the database 40 by an editorial team. Most preferably, the non-paid listings follow the paid advertiser listings on the search results page.